



EXECUTIVE DIRECTOR APPOINTMENT BRIEF

DECEMBER 2017

**THE
SYRIA
CAMPAIGN**



OXFORD HR
WORLD LEADERS

Oxford HR Consultants Ltd

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INTRODUCTION

Oxford HR have been retained as an executive search consultancy to appoint the new Executive Director for The Syria Campaign, an independent advocacy group mobilising people around the world to help stop the violence and accelerate progress towards a peaceful and democratic future for Syria.

This is an exceptional opportunity for an entrepreneurial, creative and energetic organisational leader who is passionate about playing their part in The Syria Campaign's overall mission of supporting Syria's heroic civil society.

ABOUT THE SYRIA CAMPAIGN

The Syria Campaign is a young, dynamic campaigning organisation combining the best elements of creative communication, digital mobilization, storytelling, and political analysis with the aim of supporting the demands of some of the most courageous frontline humanitarians and activists in the world.

The Syria Campaign has raised the profile of groups like the White Helmets rescue workers, helping to secure them millions of dollars to continue their life-saving work. The Syria Campaign has supported Syrian civil society on tours to political capitals and editorial rooms across the world to push the voices of these heroes to the top of the agenda.

It is fiercely independent and elevates the demands of frontline Syrians who share the organisation's values of human rights and

democracy. This solidarity, unique in international organisations working in this area, has helped contribute to it becoming one of the most respected organisations working on the conflict and enjoying strong support from Syrians in the country and beyond.

Their 15-person Syrian and international team are looking for an Executive Director that can build on these successes in line with their vision of The Syria Campaign being the most impactful international organisation working on the conflict.

THE ROLE

The Executive Director will be responsible for leading the organisational vision and approach in response to the ever-changing dynamics on the ground and ensuring that the organisation continues to grow to meet the needs of its Syrian partners.

They will be responsible for increasing the organisation's impact through securing long-term

financial support. They will be working with the organisation's existing contacts at the highest levels, including leading international philanthropists and foundations, as well as developing their own new partnerships.

Finally, they will be leading a team of all-stars to continue to deliver the most impactful campaigns.

EXECUTIVE DIRECTOR

- SALARY:** Competitive with salaries at other international NGOs.
- LOCATION:** Ideally candidates will be based in one of The Syria Campaign offices in London, Beirut or New York but location can be flexible for candidates with exceptional circumstances.
- CONTRACT:** Permanent, with a six-month probation period.
- PURPOSE:** Increase the organisation's impact through securing long-term financial support, shape the organisational vision and lead the growth of the organisations' profile with key audiences and the wider public.
- REPORTING:** Board of Directors.



RESPONSIBILITIES

Fundraising

- Lead the development of an ambitious medium and long-term fundraising strategy to secure funding from private philanthropy (major donors and foundations) and governments not actively involved in the conflict;
- Develop ongoing funding relationships and oversee reporting processes to ensure the medium and long-term financial stability of the organisation;
- Expand TSC's external presence and relationships to garner new opportunities for funding.

Campaigns and civil society support

- Work with the Campaign Leadership to help identify opportunities for campaigning and impact;
- Lead the team to develop new approaches to partnerships and support to Syrian civil support

- Communicate TSC campaigns and impact to a wide variety of audiences (media, donors, partners).

Organisational leadership and management

- Develop and implement an organisational strategy and communicate this to all internal and external stakeholders;
- Lead a team of global staff (mostly working remotely) by building a strong and collaborative culture in order to get the best performances from the team;
- Directly manage the Senior Leadership of the organisation;
- Working with the Board of Directors, help to expand the board and manage board involvement with strategic direction and fundraising;
- Hold ultimate responsibility for the budgets and the bottom line of the organisation to ensure financial sustainability.

PERSON SPECIFICATION

- At least six years' experience in which you have developed and led high-performing teams, set and achieved strategic objectives and managed a budget;
- Proven track record of securing funds for a similar organisation or type of work
- Track record in building productive relationships with a range of actors and key influencers in your field (e.g. activists, journalists, policy makers, donors, politicians).

QUALIFICATIONS

- A confident and sophisticated communicator, presenter, and writer;
- Deep experience in: civil society work and/or peace-building; and/or public campaigning
- Experience and skills with media, including TV appearances and op-eds, strongly preferred;

- Experience in a start-up, growth business, or dynamic non-profit operating environment preferred.
- Fluency in written and spoken English essential;
- Written and spoken Arabic desirable

HOW TO APPLY

All correspondence, at this stage, should be via Oxford HR. To apply for this role, please find the role on our website, click on the "Apply" button and complete our online application form, attaching an up-to-date CV. Shortly after your CV is received, Oxford HR will be in touch to request a detailed statement (of no more than 2-sides of A4) explaining why you are interested in this post and how your skills and experience make you suitable.

Closing date: 8th January 2018

This date may be subject to change, and applicants will be advised in advance should this happen.

SELECTION PROCESS

Applications will be reviewed on an ongoing basis within the advertisement period, and therefore early applications are encouraged.

Oxford HR, together with The Syria Campaign, will agree upon a longlist of candidates. These candidates will be invited to attend a preliminary interview with Oxford HR. A shortlist of candidates will then be selected and invited to attend final panel interview with The Syria Campaign.

EQUALITY STATEMENT

Equality and diversity is at the core of The Syria Campaign values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

QUERIES

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact **Thibaut Mills** at TheSyriaCampaign_ED@oxfordhr.co.uk in the first instance.

ABOUT OXFORD HR

Oxford HR operates globally - mainly within the international development and UK charity sectors. We carry out retained executive search mandates at board and senior management levels. We also offer human resource and organisational development consultancy.

Oxford HR has many years of experience in search as well as an extensive network of international development, social sector, corporate, public sector and academic contacts from across the world. We carry out comprehensive and often international searches designed to meet the specific needs of our clients.

Oxford HR's team members have significant personal experience of working in international development and the social sector as well as the corporate and governmental sectors. We are in a unique position to find and assess talented individuals from a variety of backgrounds.



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